

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WHD-FM - Peekskill, NY NY	Date: 10/25/16
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I, **Herd Media**

do hereby request station time concerning the following issue:

New Yorkers for a Balanced Albany
 345 Seventh Avenue, Suite 501
 New York, NY 10001

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See order		10/25 - 10/31/16	

This broadcast time will be used by: New Yorkers for a Balanced Albany

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

New Yorkers for a Balanced Albany
345 Seventh Avenue, Suite 501
New York, NY 10001

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Angelia Dickens

Spot pertains to New York
Senatorial District in opposition
to Candidate Terry Gibson,
Democrat.

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/11/2016

Date



Signature

(703) 299-1760

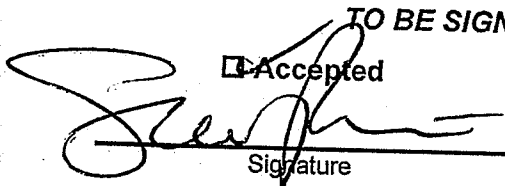
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Steven Kelma

Printed Name

VP Operations

Title

***Any handwritten information included on this form was not provided by the agency and was included without their knowledge or consent. ***

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p><i>See order - New York Senatorial District Race -</i></p>					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



Proposed: 10/20/2016
Ph: (845) 838-6000
Fax: (845) 838-2109

WHUD-FM - NEW ORDER

Parnal Broadcasting P.O. Box 310, Beacon, NY 12508

Revised Date: 10/20/2016
Revised Time: 08:23 PM
Page: 1

Client: NEW YORKERS FOR BALANCED ALBANY
Billing Address: 107 SOUTH WEST ST ALEXANDRIA VA 22314
Product: EST 3405 SD-41

Agency: HERD MEDIA
Contact:

AE: KATZ, REP FIRM
Assistant:

Campaign Summary

Contract: 19660
Ref #: 19660
Dates: 10/25/2016 to 10/31/2016
Demo: A25-54
Market: Poughkeepsie, NY
Aud Source: (1) Sp/Fall09_3

Total Ratings: 0.0
Total Impressions: 0
CPM: \$0.00
CP: \$0.00
Reach: 0
Est. #: 33
Total Occ: 33
Airtime: \$10,800.00
Other: \$0.00
Gross: \$10,800.00
Net: \$9,180.00

Order Comment: Prime(Rtgs): Mo-Su 6:00 am-7:00 pm 0%.

Booked Schedule (Regular, NATIONAL AGENCY, Co-op)

Line	Pgm Code	Program Name	Days	Start Time	End Time	Spot Len.	Begin Date	End Date	Type	Alt	Lvl	SPW	Rate	Ttl	Line Cost	Rtg	Status
1	6A-10A MON-FRI		X2345xx	06:00 AM	10:00 AM	:60	10/25/2016	10/28/2016	com		3	10	\$350.00	10	\$3,500.00	0.0	New
[DAILY SPOT ALLOCATION: M=0, T=2, W=3, Th=2, F=3, Sa=0, Su=0]																	
2	10A-3P MON-FRI		X2345xx	10:00 AM	03:00 PM	:60	10/25/2016	10/28/2016	com		3	8	\$325.00	8	\$2,600.00	0.0	New
[DAILY SPOT ALLOCATION: M=0, T=2, W=2, Th=2, F=2, Sa=0, Su=0]																	
3	3P-7P MON-FRI		X2345xx	03:00 PM	07:00 PM	:60	10/25/2016	10/28/2016	com		3	8	\$300.00	8	\$2,400.00	0.0	New
[DAILY SPOT ALLOCATION: M=0, T=2, W=2, Th=2, F=2, Sa=0, Su=0]																	
3	3P-7P MON-FRI		1xxxxxx	03:00 PM	07:00 PM	:60	10/31/2016	10/31/2016	com		3	2	\$300.00	2	\$600.00	0.0	New
2	10A-3P MON-FRI		1xxxxxx	10:00 AM	03:00 PM	:60	10/31/2016	10/31/2016	com		3	2	\$325.00	2	\$650.00	0.0	New
1	6A-10A MON-FRI		1xxxxxx	06:00 AM	10:00 AM	:60	10/31/2016	10/31/2016	com		3	3	\$350.00	3	\$1,050.00	0.0	New

MONTHLY BILLINGS (B'dcast, Taxes, if applicable, are extra.)

Month	Gross \$	Net \$	Occ
Oct, 2016	8,500.00	7,225.00	26
Nov, 2016	2,300.00	1,955.00	7